

A METHOD AND SYSTEM FOR DEVICE SPECIFIC APPLICATION OPTIMIZATION
VIA A PORTAL SERVER

ABSTRACT OF THE INVENTION

5 Embodiments of the present invention are directed to a method and system
for device specific optimization of applications via a portal server. In one
embodiment, a plurality of applications are resident upon a portal server. A plurality
of application helper modules are respectively associated with each of the plurality
of applications. Based upon the device type of a device requesting access to the
10 portal server, an appropriate application helper is selected. When portal server
requests a function to performed by the appropriate application helper module, the
application helper module provides a link to the particular application. The portal
server then displays the link to the particular application within a user-customizable
display. The function requested can be to launch the application, or to perform
15 some sub-process of the application.